

## ABSTRACT OF THE DISCLOSURE

1 A method of marketing a good or service is provided  
2 including the step of providing a sign having a preprinted  
3 website address and an indication that a good or service is  
4 for sale. The method further includes providing a website  
5 where sellers can post information about the particular good  
6 or service. Consumers can visit the website indicated on the  
7 sign and view the posted information for a particular good or  
8 service by reference to a unique identifier, such as an  
9 identification number, listed on the sign.

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